

To: Ms. Juliana Yoder, Arizona Historical Advisory Commission

Re: "A DREAM OF ARIZONA" -- Centennial book proposal from Allen Abel (writer, Page AZ) and Josh Biggs (photographer, Flagstaff AZ)

Dated: 26 May 2007

Theme: The soul of Arizona is the sum of its sons' and its daughters' dreams.

Plan of action: Allen Abel and Josh Biggs will travel to every corner of Arizona over the next three years, meeting people of all races, backgrounds and walks of life, and selecting Arizonans whose life histories, taken in total, encapsulate a century of statehood, pride, and place.

Goal: To produce a lavishly illustrated and evocatively written volume to honor Arizona on its 100th birthday, a truly human and humane history that enfolds the diversity of the dreams that have brought us here, from the pioneering spirit of the state's First Families and the immemorial heritage of our Indian Nations to the abiding hope that still inspires the Last Families of our growing, glowing home.

Reason for Application for Legacy Designation: The "Benchmark 2007" document of the Arizona Centennial Plan, as approved by AHAC on 30 January, specifically names "Publication of books and/or articles that enhance knowledge of Arizona's history through new research" as projects worthy of legacy designation. At the CCHA conference at ASU on 24 May, 2007, Prof. Noel Stowe encouraged attendees to seize "the opportunity to engage Arizonans in conversations about their state," and to "look around, look ahead, and look back." We believe that "A Dream of Arizona" will fulfill Dr. Stowe's mandate and be a valuable contribution by citizens from outside the established academic/historical community to an inclusive, expansive and meaningful Centennial.

Partnerships: See attached letters of support from the City of Flagstaff's Centennial Commission and from First Families of Arizona, whom GladysAnn Wells specifically suggested that we approach. In addition, members of the Pioneer Cemetery Association, 9th Cavalry ("Buffalo Soldiers"), the Governor's Council on Aging, and the College of Design at Arizona State University have indicated their support and offered their assistance in suggesting candidates for inclusion. Public Relations Manager Marjorie Magnusson of the Arizona Office of Tourism has met with Allen Abel and is reviewing how AZOT may assist the project. We have contacted many other genealogical and historical groups, boards and organizations and hope to enlist their assistance as well, as we travel to their towns and regions in the months and years to come. Josh Biggs, who recently was honored by the Associated Press of Arizona with its 2006 award for Photograph of the Year, is working the AP to develop a plan for statewide

distribution of stories and photographs related to our project in the period leading up to Centennial Day.

Content: See attached sample chapter on Isaac Cadavas of Gila Bend, AZ and his unique story of belonging, exclusion, pain and pride.

What Legacy Project Designation Would Mean: Official recognition, along with any grant or matching funds that might accompany such a designation, would certify that our project is being undertaken as an open, honest and public collaboration with the citizens whose stories we tell. It also would provide a valuable portal to partnerships with government agencies, local and tribal authorities, corporate boards and media outlets.

Background: At our meeting with Juliana Yoder, James W. Garrison and GladysAnn Wells at the State Capitol on 22 February, 2007, Josh and Allen were told that we needed to submit nothing else for our application to be considered. On 22 March, however, we received a letter from the Arizona Centennial Programs, Projects and Events Committee requesting further information; specifically, the answers to five questions, as follows:

1. How the partners listed will collaborate in the planning process.

Answer: In these early stages of our work, Frank Barrios of First Families, Marge West and her associates at the Pioneer Cemetery Association, and Lynn Peters Adler of the Governor's Council on Aging (and Director of the National Centenarian Awareness Project) will assist us in identifying older Arizonans with unique experiences of the state's development, and in connecting with genealogical and historical societies and groups inside and outside the Phoenix area. Elizabeth Neumayer of the City of Flagstaff will seek to include our work as an officially-designated Centennial project within her jurisdiction, and we will work with her to help prepare texts, photographs and school programs specific to the Flagstaff region as the Centennial approaches. Prof. Carlos Balsas of the ASU School of Planning, College of Design, will collaborate with us as he pursues his study of Main Streets in towns and cities across the state. In the months and years to come, we intend to seek the aid of numerous local ethnic, historical, academic, cultural and religious organizations as we travel the state to meet and select our subjects. We will update the Committee regularly on our ongoing partnerships, collaborations and affiliations.

2. Plans for the educational component of your project.

Answer: It is our intention that a selection of word-and-picture portraits from among our subjects be made available to schools across the state, either online (at no cost to educational institutions) or as a printed abridgement of the book. A similar selection of "Centennial portraits" will be made available to the Associated Press for distribution to its members across the state and nation. In addition,

Allen and Josh would welcome the opportunity to visit schools across the state, sharing the stories and images we collect and making the young people of Arizona aware of the diverse human landscape that surrounds and embraces them.

3. Your implementation plan, particularly regarding distribution.

Answer: We have begun discussions with a senior executive of one of the state's leading public relations agencies, a former campaign manager for Gov. Napolitano, to enlist corporate support for the production and distribution of "A Dream of Arizona" within the state in advance of Centennial Day. This may take the form of free or discounted copies being made available through retailers, public utilities or other prominent Arizona enterprises. As Mr. James Garrison pointed out at our meeting on 22 February, corporate sponsors may choose to "brand" the volume as an emblem of their own Centennial contribution and pride. Currently, Allen Abel is working with Madison Press Books of London, New York and Toronto (www.madisonpressbooks.com) on a lavishly illustrated volume entitled "Seven Colors," a social, cultural and pop history of the seven colors of the rainbow. (See attached material.) Madison's commissioning editor has expressed her enthusiastic interest in "A Dream of Arizona" for possible publication and worldwide distribution, especially into Madison's major markets of Germany, Japan and the United States beyond Arizona's borders.

4. Specifics regarding the content of the volumes.

Answer: In the style of Allen Abel's critically-praised "Flatbush Odyssey -- A Journey Through the Heart of Brooklyn," "A Dream of Arizona" will be an odyssey through the lives of Arizonans as the state's 100th birthday nears. Word-and-picture portraits and conversations will be intimately tied to unique lives and locations throughout Arizona, to portray the diversity, resilience, humor and pathos of the people of this newest, oldest land. Josh's photographs will go far beyond the common images of canyon, desert and sky, deeply enfolding each subject into the landscape of his or her personal saga.

5. Estimated cost of the books.

Answer: In the preliminary stages, the costs of the project will be limited to transportation, lodging, and incidental expenses for Allen and Josh as they travel across the state. Later, a publisher would seek to recoup its costs through sales in the normal manner. We are confident that Legacy Designation will open the door to substantial corporate, public-sector, and/or university involvement in the production and publication of "A Dream of Arizona," and that it will be the trigger for grants from the Centennial Programs, Projects and Events Committee and/or other funding sources.

Allen J. Abel -- biographical sketch

The *Washington Post* called Allen Abel's book *Flatbush Odyssey -- a Journey Through the Heart of Brooklyn* "one of the best travelogues about anywhere, ever." A veteran of 35 years as an author, on-camera television host, foreign correspondent, sports columnist, and documentary producer/writer, Allen has reported from more than 100 countries.

Born in Brooklyn, NY in 1950, Allen has won the National Newspaper Award and five National Magazine Awards, and his work has been included in *Best American Sports Writing* and several textbooks. He is a former Beijing bureau chief, a frequent contributor to *Sports Illustrated* and other national magazines, a songwriter and playwright. His most recent book is a collection entitled *Abel's Outback -- Explorations and Misadventures on Six Continents, 1990-2000*.

For U.S. network television, Abel has been the narration writer for more than 200 hours of Discovery Channel, National Geographic, Reader's Digest, Bravo! and Learning Channel science, history, and exploration documentaries, including the acclaimed programs and series *Hundred-something -- the World of the Oldest Old*, *Cleopatra's Lost Palace*, *Humans - Who Are We?*, *Shipwreck!*, *Aliens - Are We Alone?*, *The Ultimate Guide to T. Rex.*, *Searching for Lost Worlds*, *Great Adventures of the 20th Century*, *History Happened Here*, *Marine Machines*, and *National Geographic Adventures*.

From 1986 to 1995, Allen was the on-air host, writer, and co-producer of more than 100 prime-time documentaries for CBC-TV's flagship current-affairs program *The Journal*. His assignments ranged from coverage of the Tiananmen Square crackdown and the Romanian revolution to hour-long features on the 150th anniversary of photography and the oil fires of Kuwait.

As a print journalist, Abel has written more than four thousand columns, news reports and newspaper and magazine feature stories. In 2006-07 alone, he has written about "bio-prospecting" in the Panamanian rain forest, Navajo cuisine, Barry Bonds's pursuit of Hank Aaron's home-run record, hiking with goats in the Sonoran Desert, and a series for the New York *Daily News* on becoming a first-time father at the age of 55. He holds a degree in physics and astronomy from Rensselaer Polytechnic Institute in Troy, NY and has served as a National Park Ranger at Lake Powell in the Glen Canyon National Recreation Area.

JOSH BIGGS is a full-time staff photojournalist at the Arizona Daily Sun whose work has been honored by the Arizona Press Association, The Associated Press, and the National Press Photographers Association. His award-winning freelance work has appeared in publications that include USA Today, The Philadelphia Inquirer, and The Detroit Free Press.

NEWS FLASH! Josh Biggs is honored with “AP Photograph of the Year” award for 2006 from the Associated Press of Arizona

here are links to Josh’s portfolio:

<http://www.azdailysun.com/blogs/photo>

<http://www.joshbiggs.com>

http://www.eddieadamsworkshop.com/usr/usr-show?U_ID=U0000pDkdF6TuBH8